

Message Text

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64

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 AGR-10 USIA-15 /045 W

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R 141040Z JAN 76

FM AMEMBASSY BUCHAREST

TO SECSTATE WASHDC 6211

USDOC WASHDC

INFO AMEMBASSY BUDAPEST

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS BUCHAREST 0223

E.O. 11652: N/A

TAGS: BEXP RO

SUBJECT: PROPOSED ALABAMA-MISSISSIPPI IOGA TRADE MISSION

REF: STATE A-7517 DEC 18, 1975

1. EMBASSY DOES NOT ANTICIPATE ANY DIFFICULTY IN PROVIDING NORMAL IOGA SUPPORT FOR THIS MISSION IN LATE MAY . ONLY ROMANIAN HOLIDAYS ARE MAY 1-2, AND WE DO NOT FORESEE CONFLICTING COMMITMENTS AT THIS TIME. GIVEN VERY WIDE RANGE OF PRODUCTS PROPOSED, WE WOULD SEEK TO COORDINATE VISIT THROUGH CHAMBER OF COMMERCE, AS WAS DONE FOR ILLINOIS IOGA MISSION (ALSO CONSTRUCTION EQUIPMENT) IN MAY 1975.

2. OUR MAIN CONCERN IS THAT THIS TRADE MISSION BE FULLY COORDINATED WITH THE USDOC-SPONSORED MATERIALS HANDLING TEXCHNICAL SALES SEMINAR (TSS) NOW BEING ORGANIZED. WE DO NOT BELIEVE IT WOULD BE USEFUL TO HAVE A HALF-HEARTED MATERIALS HANDLING MISSION IN MAY WHILE GEARING UP FOR PARTICIPATION AND INTEREST IN A POTENTIALLY MUCH MORE EFFECTIVE TSS IN EARLY JUNE. WE WOULD MUCH PREFER THAT QUALIFIED AND SERIOUSLY INTERESTED MATERIALS HANDLING FIRMS FROM THE TWO STATES BE RECRUITED TO PARTICIPATE IN THE TSS.

3. SIMILARLY ANY THEME OVERLAP WITH THE TSS ON FOOD PROCESSING
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AND PACKAGING EQUIPMENT, PLANNED FOR EARLY APRIL SHOULD BE

STRICTLY AVOIDED.

4. A TRADE MISSION DEALING IN HEAVY FARM AND CONSTRUCTION EQUIPMENT COULD HAVE USEFUL DISCUSSIONS AT FOREIGN TRADE ORGANIZATIONS HERE AND COULD BE USED TO GENERATE INTEREST IN OUR EXHIBIT OF AGRICULTURAL EQUIPMENT AT THE BUCHAREST FALL FAIR. USDOC AND PARTICIPANTS SHOULD NOT ANTICIPATE, HOWEVER, THAT A SIMPLE TRADE MISSION WITHOUT CAREFULLY PREPARED TECHNICAL CONTENT WILL HAVE MUCH CONTACT WITH OR IMPACT ON END-USERS OR MINISTRIES CONCERNED.

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